IN THE CLAIMS

Please amend the claims as follows:

1. (original) A method of providing a recommendation of content to a user the method comprising the steps of:

determining (201) a user preference profile for a user;

determining (205) if a first content item correlates with the user preference profile so as to have a high preference value; and

if the first content item has a high preference value recommending (206) it to a user; and

if the first content item does not have a high preference value:

determining (211) if the first content item comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content item having a high user preference and recommending it to the user only if there is such an associative correspondence.

2. (original) A method as claimed in claim 1, wherein the first content item is recommended to the user if only a single associative correspondence between the first characteristic and the second characteristic is determined.

3. (original) A method as claimed in claim 1, wherein the associative correspondence is determined only for a single first and second characteristic.

4. (original) A method as claimed in claim 1, further comprising the step of determining a user preference for the first content item recommended from the associative correspondence and updating the user preference profile in response to the user preference.

5. (original) A method as claimed in claim 1, wherein the first characteristic is a first content description characteristic of the first content item and the second characteristic is a second content description characteristic of the second content item.

6. (original) A method as claimed in claim 5, wherein the first content description characteristic is derived from a first textual description associated with the first content item and the second content description characteristic is derived from a second textual description associated with the second content item.

7. (original) A method as claimed in claim 6, wherein the associative correspondence is determined in response to an

identification of a correspondence between at least one word of the first textual description and at least one word of the second textual description.

8. (original) A method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having a similar meaning as the at least one word of the second textual description.

9. (original) A method as claimed in claim 7, wherein the correspondence is determined in response to the at least one word of the first textual description having an associative word correspondence to the at least one word of the second textual description, the associative word correspondence being determined from a database of word associations.

10. (original) A method as claimed in claim 7, wherein the associative correspondence is determined in response to word combinations of at least one of the first and second textual content descriptions.

11. (original) A method as claimed in claim 1, wherein at least one of the first and second characteristics is determined from a content analysis of the content item.

12. (original) A method as claimed in claim 11, wherein the content analysis comprises a content item video image analysis.

13. (original) A method as claimed in claim 11, wherein the content analysis comprises a content item audio analysis.

14. (original) A method as claimed in claim 1, wherein at least one of the first and second characteristic is determined from a content item video object analysis.

15. (original) A method as claimed in claim 1, wherein at least one of the first and second characteristics is determined from a content item broadcast channel.

16. (original) A method as claimed in claim 1, wherein the step of determining the associative correspondence comprises determining a plurality of associative correspondences between a plurality of characteristics of the first content item and a plurality of characteristics of the second content item.

17. (original) A method as claimed in claim 1, wherein the associative correspondence is further determined in response to a previous associative correspondence between content items.

18. (original) A method as claimed in claim 1, wherein at least one of the first and second characteristics is chosen from the group of

a. an actor;

b. a character played by an actor; and

c. a location.

19. (currently amended) A computer program enabling a method to be carried out according to ~~any one of the preceding claims~~claim 1.

20. (original) A recommender for providing a recommendation of content to a user, the recommender comprising:

a user profile processor (113) for determining a user preference profile for a user;

a recommender processor (111) for determining if a first content item correlates with the user preference profile so as to have a high preference value; and

if the first content item has a high preference value recommending it to a user; and

if the first content item does not have a high preference value:

determining if the first content item comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content item having a high user preference and recommending it to the user only if there is such an associative correspondence.

21. (original) A private video recorder (101) comprising a recommender as claimed in claim 20.